

**Subject:** Re: Working with the City of Santa Monica and Metro

**From:** Henna Sherzai </O=LABID/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=HENNA SHERZAI4CA>

**Date:** 03/23/2016 08:52 AM

**To:** Noah Strouse <noah@historiccore.bid>

**CC:** Jennifer Taylor <Jennifer.Taylor@smgov.net>, Woodie Hamilton <woodie@tricityalliance.com>, Adao, Aurea <AdaoA@metro.net>, Laura Hill <laura@southpark.la>, Sara Hernandez <sara.hernandez@lacity.org>, Goheen, Joni <GoheenJ@metro.net>, Benjamin Ariff <Benjamin@tricityalliance.com>, Allison Ostrovsky <Allison.Ostrovsky@smgov.net>

Tomorrow at 9am works for me.

Sent from my iPhone

On Mar 23, 2016, at 11:46 AM, Noah Strouse <[noah@historiccore.bid](mailto:noah@historiccore.bid)> wrote:

Greetings from DTLA, Aurea, Jennifer, Jonie, and Allison!

Either tomorrow (Thursday) 9am or Monday 1-5pm works for me.

Looking forward to chatting soon.

Noah



**NOAH STROUSE**

*Marketing & Services Coordinator*

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On Wed, Mar 23, 2016 at 8:16 AM, Jennifer Taylor  
<[Jennifer.Taylor@smgov.net](mailto:Jennifer.Taylor@smgov.net)> wrote:

Hi Woodie + everyone!

I'd welcome the opportunity to hop on a call with you all to discuss our SM Open Streets event, DTLA Shopwalk event, the LACrawl that we're all supporting, and, of course, the Expo Line as the connecting star of all these events. Allison Ostrovsky from our Cultural Affairs Team is overseeing the Open Streets event planning so I'm looping her into this conversation. We are available for a call either tomorrow (Thursday) at 9am or on Monday anytime between 1-5pm. Let us know what works best.

Thank you and I look forward to meeting/speaking with everyone.

Jennifer Taylor

*Buy Local SM Committee Chair*

Economic Development Administrator, City of Santa Monica

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**From:** Woodie Hamilton [mailto:[woodie@tricityalliance.com](mailto:woodie@tricityalliance.com)]

**Sent:** Wednesday, March 23, 2016 8:09 AM

**To:** Adao, Aurea <[AdaoA@metro.net](mailto:AdaoA@metro.net)>

**Cc:** Henna Sherzai <[HSherzai@downtownla.com](mailto:HSherzai@downtownla.com)>; Noah Strouse <[noah@historiccove.bid](mailto:noah@historiccove.bid)>; Laura Hill <[laura@southpark.la](mailto:laura@southpark.la)>; Sara Hernandez <[sara.hernandez@lacity.org](mailto:sara.hernandez@lacity.org)>; Goheen, Joni <[GoheenJ@metro.net](mailto:GoheenJ@metro.net)>; Benjamin Ariff <[Benjamin@tricityalliance.com](mailto:Benjamin@tricityalliance.com)>; Jennifer Taylor <[Jennifer.Taylor@SMGOV.NET](mailto:Jennifer.Taylor@SMGOV.NET)>

**Subject:** Re: Working with the City of Santa Monica and Metro

Good day Aurea

Our focus would be for the June 5th event, as the Tri- City Alliance is staging an event to encourage a large number of residents who live in the regions of Santa Monica, Culver City, DTLA and their surrounding areas to take part in LA Crawl. LA Crawl is an event that will showcase 90 bar/restaurants within the tri-cities and uses the Expo Line to get to the different regions.

On Tue, Mar 22, 2016 at 10:27 PM, Adao, Aurea <[AdaoA@metro.net](mailto:AdaoA@metro.net)> wrote:

Henna, Laura, Sara, Noah, and Jennifer,

Apologies for the late response! I wanted to let you know that I'll be the interim event manager for Expo Line Phase 2 Grand Opening events and I do look forward to continuing the conversation with the City of LA and SaMo on moving forward with the planning of the opening events.

Reading through the previous conversations in this email, I want to clarify one thing before we continue this thread: is this conversation about the Metro Expo opening events in May or the Metro Open Streets event in Santa Monica on June 5th? If this is about June 5th, I'd like to loop in our Active Transportation lead, who might be better suited to continue discussions regarding Metro, as I am not involved with that event.

Thanks,

Aurea

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**From:** Woodie Hamilton [[woodie@tricityalliance.com](mailto:woodie@tricityalliance.com)]

**Sent:** Monday, March 21, 2016 10:47 AM

**To:** Henna Sherzai

**Cc:** Noah Strouse; Laura Hill; Sara Hernandez; Goheen, Joni; Adao, Aurea; Benjamin Ariff

**Subject:** Re: Working with the City of Santa Monica and Metro

Henna, Laura, Sara and Noah

Please allow me the great pleasure to e-introduce you all to Jennifer

Taylor from the Economic office of Santa Monica, who also heads their Buy Local program. Jenifer has been a strong supporter of the Expo Line and the great potential it brings to the tri- region. In our conversation last week, she shared the plans of Metro and the city to stage a massive street celebration in Santa with the help of Metro on June 5th.

In our conversation, it was also expressed that LA Crawl could encourage tri- regional activation from DTLA to Santa Monica with street celebrations in DTLA with Shopwalk on one end and the same in Santa Monica with its event.

Jennifer, Henna is the marketing head for CDBID who's big brother is CCA, Noah is the marketing head for the HCBID who runs the Shopwalk DTLA event, Laura is the communications director for the SPBID and Sara is the DTLA Economic Director for the Councilmen Jose Huizar.

Jennifer how does your Thursday Friday look for a conference call?

I'm also ccing Joni Goheen and Aurea Adao of Metro who will be working on the event in Santa Monica and may want to be included on the call.

On Mon, Mar 21, 2016 at 9:52 AM, Henna Sherzai <[HSherzai@downtownla.com](mailto:HSherzai@downtownla.com)> wrote:

We're available for a call this week. Thursday and Friday are open.

Sent from my iPhone

On Mar 21, 2016, at 12:45 PM, Noah Strouse <[noah@historiccore.bid](mailto:noah@historiccore.bid)> wrote:

Hi Woodie,

Thanks for connecting us on this.

I'd be happy to speak to the Santa Monica rep about how to leverage the Shopwalk structure and collateral to maximize impact June 5th.

Thanks,



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On Mon, Mar 21, 2016 at 5:42 AM, Woodie Hamilton  
<[woodie@tricityalliance.com](mailto:woodie@tricityalliance.com)> wrote:

Hi Noah, Laura ,Henna, Sarah

I was informed by a City of Santa Monica official yesterday that a massive street party provide through a grant given to the City by Metro, which will take place in conjunction with LA Crawl. Metro and this city official see's our event as a great way to get people onto the rail to explore the tri-cites during this event.

This person was also excited to hear that the Shopwalk DTLA was happening on the same day, on the opposite part of the region.

At this point, this city official would like to speak with the HCBID team about working together on this day, but I'm thinking that Metro could also step in and provide funds to your BID's to help stage some scaled down events on the platforms for a few of the key stations in DTLA.

We might all look to arrange a call next week to discuss details on what could be done in order to stage a tri-city event with Metro and the City of Santa Monica. I would look to have this official on the call.

Also, do any of you have contacts to Groupon, Yelp?

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Woodie R Hamilton

Organizer Of Community Relations

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